

## Message Text

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PAGE 01 DHAHRA 00464 201331Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 SSO-00 /019 W  
-----201339Z 025601 /45  
O 201300Z APR 77  
FM AMCONSUL DHAHRAN  
TO USDOC WASHDC IMMEDIATE  
INFO SECSTATE WASHDC IMMEDIATE 5384  
AMEMBASSY JIDDA IMMEDIATE  
USLO RIYADH IMMEDIATE

UNCLAS DHAHRAN 0464

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJECT: STATE OF MONTANA IOGA

REF: (A) USDOC 4177, (B) USDOC 6925

1. SINCE LAST AUGUST POST HAS FOLLOWED AN EXCHANGE OF  
MESSAGES DISCUSSING PLANS FOR STATE OF MONTANA TO SEND  
IOGA TRADE MISSION (TM) TO SAUDIRKRABIA. ALTHOUGH POSTS  
WERE ORIGINALLY ADVISED THEY COULD EXPECT UPWARDS TO A  
DOZEN-MEMBER TRADE MISSION, NUMBER HAS NOW DWINDLED TO  
FIVE AND  
MISSION'S FOCUS IS LURRED OVER A UNIVERSE AND  
NOT PARTICULARLY COMPATIBLE GROUP OF COMPANIES.

2. OF THOSE COMPANIES REPRESENTED ON TM, TWO IN  
ELECTRICAL FIELD SEEM TO BE ON TARGET FOR THIS MARKET  
AND, SINCE THEY WILL HAVE APPOINTMENTS EXCLUSIVELY  
WITH ARAMCO (WHICH IS MOTHERING A CONSOLIDATED  
ELECTRIC COMPANY INTO BEING), THERE IS NO NEED FOR  
THOSE COMPANY REPS TO TRAVEL AS A TRADE MISSION TO  
CREATE INTEREST IN THEIR SERVICES. REGARDING THE  
OTHER THREE COMPANIES REPRESENTED IN TM, THERE IS  
CONSIDERABLE DOUBT THAT POST CAN ARRANGE ANYTHING  
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BEYOND A VERY FEW APPOINTMENTS -- AND THEN ONLY AFTER  
A CONSIDERABLE EFFORT. OUR TASK IN PROMOTING THIS TRADE  
MISSION IS MADE PARTICULARLY DIFFICULT BY THE FACT THAT  
WE HAVE RECEIVED NO RPT NO PRODUCT LITERATURE ON THE  
COMPANIES AND NO RPT NO TM BROCHURES FOR A MAIL CAMPAIGN  
TO PROMOTE INTEREST IN VISIT OF MONTANA MISSION.

3. POST HAS TWO CONCERNS WHEN CONSIDERING A SET OF MISSIONS. FOR ONE THING, MONTANA IOGA TM IS ONE OF FOUR MISSIONS POST WILL RECEIVE THIS SPRING. EACH MISSION COMES TWO AND A HALF WEEKS AFTER THE VISIT OF THE PREVIOUS MISSION, WHICH MEANS POST'S SMALL ECON/CML SECTION WILL BE FORCED TO GIVE THE BULK OF ITS TIME OVER TO PROMOTING TM VISITS FROM BEGINNING OF APRIL THROUGH JUNE. RECOGNIZING THAT ECON/CML SECTION CANNOT SUBSTANTIALLY REDUCE TIME-CONSUMING BUT ESSENTIAL ASSISTANCE TO OTHER VISITING AND RESIDENT AMERICAN BUSINESSMEN, THE SECTION IS FORCED INTO THE UNFORTUNATE POSITION OF SHARPLY CURTAILING WTDR WORK AND SUBSTANTIVE REPORTING. POST SHOULD NOT BE EXPECTED TO HANDLE ITS GROWING AND DIVERSE WORKLOAD IN THAT FASHION FOR WEEKS ON END.

4. ASIDE FROM BURDEN PLACED ON ECON/CML STAFF BY VISIT OF A TM WITH LIMITED POTENTIAL FOR THIS MARKET, THERE IS ANOTHER IMPORTANT CONSIDERATION. WE FORESEE THAT LOCAL BUSINESS COMMUNITY IS GOING TO BECOME WARY AND FEEL PUT UPON BY HAVING TO RECEIVE SEVERAL US TRADE MISSIONS OVER SHORT PERIOD OF TIME. FOUR TRADE MISSIONS IN EASTERN PROVINCE - ONE EVERY TWO-AND-HALF WEEKS (WHEN WE RECEIVED ONLY ONE HIGHLY SPECIALIZED TM OVER PREVIOUS 52 WEEKS) - COULD WELL FORCE LOCAL BUSINESSMEN TO CONCLUDE THAT WE HAVE NO APPRECIATION OF THEIR VALUABLE TIME AND MAY CAUSE THEM TO WONDER IF WE HAVE LOST OUR SENSE OF MARKETING. IN SHORT, FOUR TRADE MISSIONS BUNCHED SO CLOSELY TOGETHER MAY TRIGGER A NEGATIVE REACTION AMONG LOCAL FIRMS TO FUTURE VISITS BY TRADE MISSIONS.

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5. WITH FOREGOING THOUGHTS IN MIND, POST BELIEVES IT WOULD NOT BE PRUDENT, IN TERMS OF ITS OVERALL TRADE PROMOTION PROGRAM, TO RECEIVE MONTANA GROUP AS TRADE MISSION. POST, HOWEVER, WOULD BE DELIGHTED TO WELCOME THE FIVE BUSINESSMEN AS A GROUP OF BUSINESSMEN FROM MONTANA AND ARRANGE APPOINTMENTS FOR THEM WHERE POSSIBLE. IT VISIT OF MONTANA GROUP PROGRAMED ON MODEST SCALE AND GIVEN LOW PROFILE, ITS STAY IN EASTERN PROVINCE WOULD GIVE THEM PERSPECTIVE OF MARKET AS WELL AS FEELING FOR ITS MARKET POTENTIAL WHICH WILL BE USEFUL FOR FUTURE TRADE PROMOTION WORK IN SAUDI ARABIA.  
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## Message Attributes

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**Channel Indicators:** n/a  
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**Review Markings:**  
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